

# Memorandum

**TO: PARKS AND RECREATION  
COMMISSION**

**FROM: Jay Castellano**

**SUBJECT: SENIOR NUTRITION PROGRAM  
UPDATE**

**DATE: 12-22-11**

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Approved

Date

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## INFORMATION

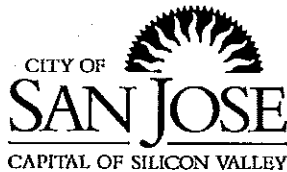
Attached is the memorandum entitled, "Update on Senior Nutrition Program Transition" and its associated PowerPoint that was presented to the Neighborhood Services and Education Committee on November 10, 2011. The information remains current, and it is being provided to the Parks and Recreation Commission for discussion at the PRC's January 11, 2012, meeting.

For questions, please contact me at (408) 535-3571.



JAY CASTELLANO  
Acting Deputy Director  
Parks, Recreation and Neighborhood Services

Attachment



## Memorandum

**TO:** NEIGHBORHOOD SERVICES AND  
EDUCATION COMMITTEE

**FROM:** Julie Edmonds-Mares

**SUBJECT:** UPDATE ON SENIOR NUTRITION  
PROGRAM TRANSITION

**DATE:** 10-24-11

Approved

Date

10-28-11

**COUNCIL DISTRICT:** Citywide

### RECOMMENDATION

Accept this update on the transition of the City of San José Senior Nutrition Program to the new service delivery model.

### BACKGROUND

In response to the fiscal challenges facing the City of San Jose, the 2010-2011 Adopted Budget called for the elimination of the Senior Nutrition Program (SNP) at all Department of Parks, Recreation and Neighborhood Services (PRNS) operated sites effective July 1, 2011. Though SNP is funded in partnership with Santa Clara County, this action would have represented a General Fund reduction of \$1.164M. Subsequently, in order to ensure that seniors within San José had access to congregate meals, the Mayor's June 2010 Budget Message recommended the formation of a Senior Nutrition Task Force (SNTF), co-chaired by City Councilmember Pete Constant and County Supervisor Liz Kniss. The SNTF convened for seven months (August 2010 - February 2011) and was charged with determining if efficiencies could be found that would enable continuation of the program at PRNS nutrition sites. The SNTF membership included staff from the City, City of San José Senior Citizens Commission, County of Santa Clara, Council on Aging, The Health Trust of Silicon Valley, Silicon Valley Council of Non Profits, and other non-profit organizations that provide senior services.

The SNTF recommended an alternative service delivery model in which food would be prepared regionally at up to four community center sites and delivered to other PRNS nutrition sites. Per the Mayor's March 2011 Budget Message and as approved by the City Council, the 2011-2012 Adopted Budget included \$550,000 in the General Fund for the Senior Nutrition Program.

Upon receiving the task force's recommendation, PRNS staff performed assessments of all nutrition-site kitchens to determine certain logistics of a regional model and coordinated with Santa Clara County to verify funding resources. It was anticipated that the transition of the current Senior Nutrition Program to a regional, vendor-operated model would take approximately four months to implement beginning July 2011 until a start date of November 1,

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2011. In spring 2011, PRNS staff produced a Frequently Asked Questions for current SNP staff and senior participants, as well as developed a Request for Interest (RFI) solicitation. PRNS staff also worked with the County Nutrition Program to develop a contract for the four-month transitional period.

On May 27, 2011, the City Council authorized PRNS to enter into direct negotiations with potential SNP service providers pursuant to Municipal Code Section 4.12.235, "Unique Services Purchases" (Manager's Budget Addendum #33). To ensure no disruption in service delivery, end-dated City of San José SNP staff (cooks, food service coordinators, kitchen aides, and benefited van drivers associated with the program) were extended to October 31, 2011. To provide adequate time for transition, PRNS issued the Senior Nutrition RFI solicitation on July 1, 2011.

### ANALYSIS

#### Regional Model

As per the recommendation of the Senior Nutrition Task Force, the RFI enabled potential service providers to propose senior meal services for one to four regions of the City. The four regions (or 'Groups') were established with consideration to geographic location of community centers and shared cultural identities, with Regional Cook Sites (or 'Cooking Sites') being selected based on capacity to cater to other sites ('Serving Sites') within a given region. The Groups are presented in the table below.

Group	Regional Cook Site	Serving Sites	Distance From Regional Site	Total Meals Per Day
A	Mayfair	Alma	4.0 miles to Alma	Mayfair 63
		Gardner	4.3 miles to Gardner	Alma 60
		Northside	3.5 miles to Northside	Gardner 55
				Northside 52
				230
B	Seven Trees	Almaden	9.5 miles to Almaden	Seven Trees 54
		Southside	4.5 miles to Southside	Almaden 60
				Southside 99
				213
C	Willow Glen	Camden	3.5 miles to Camden	Willow Glen 77
		Cypress	8.0 miles to Cypress	Camden 45
				Cypress 60
				182
D	Roosevelt	Berryessa	6.25 miles to Berryessa	Roosevelt 96
		Evergreen	8.0 miles to Evergreen	Berryessa 118
				Evergreen 87
				301

Note: Alviso will remain a catered site, serving approximately 20 participants two days per week.

### Selection Process

The solicitation generated two proposals from non-profit organizations and three applications from for-profit organizations. A review panel consisting of three City staff, one County representative, and one Senior Nutrition Task Force member was convened to evaluate the proposals. The review panel made a final selection utilizing an objective rubric of criteria established in the 'Desirable Qualifications' listed in the RFI (below).

### DESIRABLE QUALIFICATIONS

- Experience serving diverse populations and groups, preferably senior citizens.
- Interest and desire to serve senior citizens.
- Selected Service Providers must each have a successful history of providing the services they are proposing as evidenced by five years of experience within the last ten (10) years as verified by references, letters and other necessary evidence.
- Selected Service Providers shall demonstrate financial sustainability, including cash on hand, for the proposed services defined as financial health including present and future financial stability that would lead a reasonable person to conclude that the Service Provider can successfully perform the services.

Based on these criteria, the review panel selected Bateman Seniors Meals (Bateman), a for-profit professional food vendor, as the service provider for all four regions. Bateman was selected for their industry experience and their capacity to operate within the unique Regional model. Further, Bateman's proposal included plans for ongoing engagement of senior participants, purchase of three trucks for transporting food, and expressed desire to hire end-dated City nutrition staff to maintain continuity and facilitate the transition. Lastly, as a current contractor of Senior Nutrition Program with the City of San José and Santa Clara County, Bateman's experience and knowledge positioned them for a smooth implementation of the new model on November 1, 2011.

### Implementation

To operate within the financial parameters set forth in the 2011-12 Adopted Budget, Bateman will require a level of City assistance in coordinating volunteer presence. As of the time of this writing, both volunteer coordination and a restructuring of participant transportation services are being developed.

The following groups are engaged in communications surrounding the transition of the Senior Nutrition Program:

Former SNTF Representatives and Aging Services Collaborative – Entities formerly comprising the Senior Nutrition Task Force and currently participating in the Aging Services Collaborative were informed of the selection of Bateman, and their feedback around transition was accepted.

Senior Participants – Bateman is inviting senior participants to participate in region-specific menu development focus groups. The focus groups, in consultation with the Santa Clara County Social Services Agency Senior Nutrition Program, will be an ongoing element of the SNP to ensure that Bateman's meals are best reflective of the participants' nutritional needs and cultural palates.

PRNS staff has distributed a letter to senior participants detailing the program and provider changes, including the opportunities to provide input and feedback. The letter also noted that Bateman may serve catered meals for its first two weeks (approximately) of operation while transitioning into the City's kitchen facilities.

Transportation partners – As of the time of this writing, PRNS staff is also currently assessing the scope of transportation service gaps resultant of decreased funding for City-sponsored Outreach paratransit and van services. The administration is working with Outreach, the Council on Aging, and other entities to develop and implement site-level transportation strategies.

End-dated SNP Staff – Bateman's proposal indicated interest in retaining at least some of the end-dated SNP staff at City-owned SNP sites. Two job fairs were held the week of October 3, 2011 exclusively for SNP staff and volunteers, resulting in the hiring of numerous former City staff.

Residents of San José – An announcement of Bateman's selection will be posted on the PRNS website, and a message detailing the selection disseminated to Council offices.

### **EVALUATION AND FOLLOW-UP**

Bateman is required to comply with County nutrition reporting mechanisms, which include, but are not limited to: submitting menus meeting established dietary guidelines, maintaining participant intake forms, administering safety drills, processing daily participants and contributions, and submitting monthly attendance totals to the City and County. The City will be primarily responsible for connecting Bateman to a pool of volunteers, who will be essential to the continued success of this service delivery model. PRNS staff will also assist in participant transportation coordination, administer participant satisfaction surveys, conduct site visits, and monitor Bateman's work performance and financial operations to ensure its compliance with County policies and regulations.

### **PUBLIC OUTREACH/INTEREST**

- ☐ **Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. (Required: Website Posting)
- ☐ **Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. (Required: E-mail and Website Posting)

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- ☒ **Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. (Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)

### **COORDINATION**

This memorandum was coordinated with the City Manager's Office and the City Attorney's Office.

### **FISCAL/POLICY ALIGNMENT**

The Senior Nutrition Program is funded on an ongoing basis subject to annual appropriations, with City and County funding as well as USDA reimbursements and participant donations. Previously, City funding totaled \$1.164M annually. Reducing the budget impact on the General Fund, and in accordance with the SNTF's recommendations, the 2011-2012 Adopted Operating Budget included an appropriation of \$550,000 in the General Fund for the Senior Nutrition Program. This allocation will support 1.5 FTE City Staff and the City's cost share of the total funding for the operation of the fourteen (14) nutrition sites. Implementation of this program is a budget reduction strategy aligned with the SNTF recommended Regional model.

### **BUDGET REFERENCE**

Council approved \$550,000 ongoing for the Senior Nutrition Program (VII-253; Budget Changes #17 SNP). The vendor cost will be reimbursed through the County of Santa Clara and PRNS non-personal appropriation (0642).

### **CEQA**

Not a Project, File No. PP10-066 (e), Services that involve no physical changes to the environment.

/s/

JULIE EDMONDS-MARES  
Acting Director of Parks, Recreation and  
Neighborhood Services

For questions please contact Angel Rios, Jr., Acting Assistant Director, at 408-793-5553.

# Update on Senior Nutrition Program Transition

## Neighborhood Services and Education Committee

November 10, 2011



# Senior Nutrition Program (SNP) Background

Provides congregate meals to 1,000 seniors at 14 sites

Slated for elimination July 1, 2011 (FY10-11 Adopted Budget)

Senior Nutrition Task Force

2011-2012 Mayor/Council Direction

Request for Information (RFI) Issued





# Regional Service Delivery Model

## "Four Regional Kitchens"

Group	Regional Cook Site	Serving Sites	Distance From Regional Site	Total Meals Prepared per Day
A	Mayfair	Alma Gardner Northside	4.0 miles to Alma 4.3 miles to Gardner 3.5 miles to Northside	Mayfair 63 Alma 60 Gardner 55 Northside 52 <u>230</u>
B	Seven Trees	Almaden Southside	9.5 miles to Almaden 4.5 miles to Southside	Seven Trees 54 Almaden 60 Southside 99 <u>213</u>
C	Willow Glen	Camden Cypress	3.5 miles to Camden 8.0 miles to Cypress	Willow Glen 77 Camden 45 Cypress 60 <u>182</u>
D	Roosevelt	Berryessa Evergreen	6.25 miles to Berryessa 8.0 miles to Evergreen	Roosevelt 96 Berryessa 118 Evergreen 87 <u>301</u>

Note: Alviso will remain a catered site, serving approximately 20 participants two days per week.



## Selection of Bateman Senior Meals for All Regions

- Five proposals received
- Review panel comprised of City, County and SNTF staff
- Additional reasons for selection
  - Capacity to operate within the unique regional model
  - Ongoing engagement of senior participants
  - Strongly expressed desire to hire end-dated City nutrition staff
  - Demonstrated long-term investment in partnership with City of San José

**BATEMAN**<sup>®</sup>  
— *Senior Meals* —  
A DIVISION OF COMPASS GROUP



# Communications with Stakeholders

SNTF Representatives  
& Aging Services Collaborative

Transportation Partners

Senior Participants

End-Dated SNP Staff

Residents of San José

